

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

April 16, 1997

RJR Account #088080

Mr. D. Calderon  
J. A. CALDERON CO.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Dave:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 69 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	4
Light Box	12300-24066	4
Full Flavor 100	12300-24063	3
Light 100	12300-24062	5

#### DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival: May 12, 1997

Ship Date to Retail: Week of: May 19, 1997

SKU.CUBE.: 0.9960

SKU.WT.(w/o Product): 1.7200 lbs

Retail Sales Offer per Sku: 21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount: \$2,276.55

Non-EFT \$ Amount: \$N/A

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B2G1F

J. A. CALDERON CO.

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.**

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED **CUSTOMER LIST**.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
BRAND STYLES: *DORAL FF Box / DORAL LT Box / DORAL FF 100 / DORAL LT 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**  
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$78.40 (5.6 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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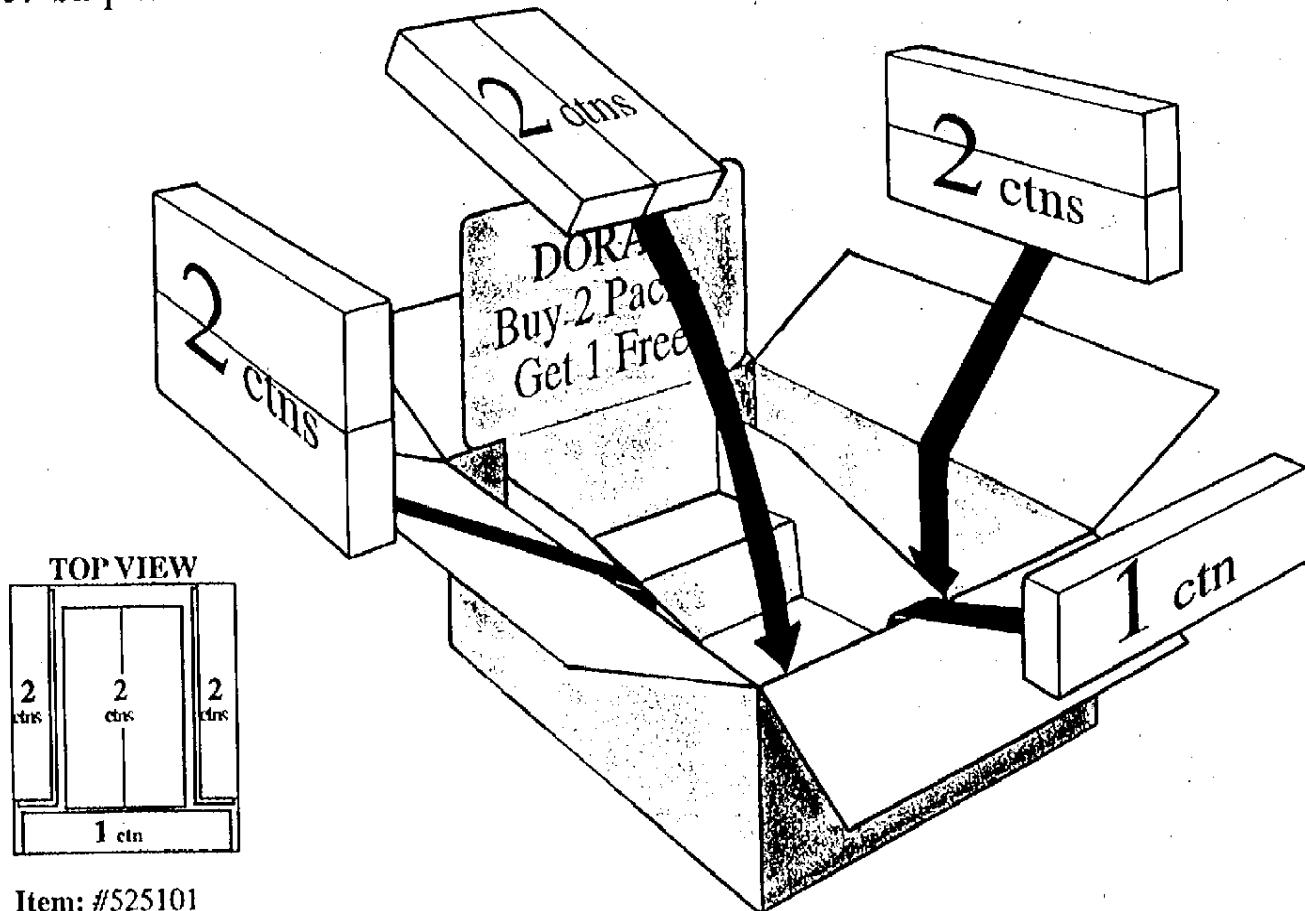
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 2ND QTR '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. (Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons	2	2	2	1		



To All RJR Retail Partners

## RETAILER LETTER

### DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

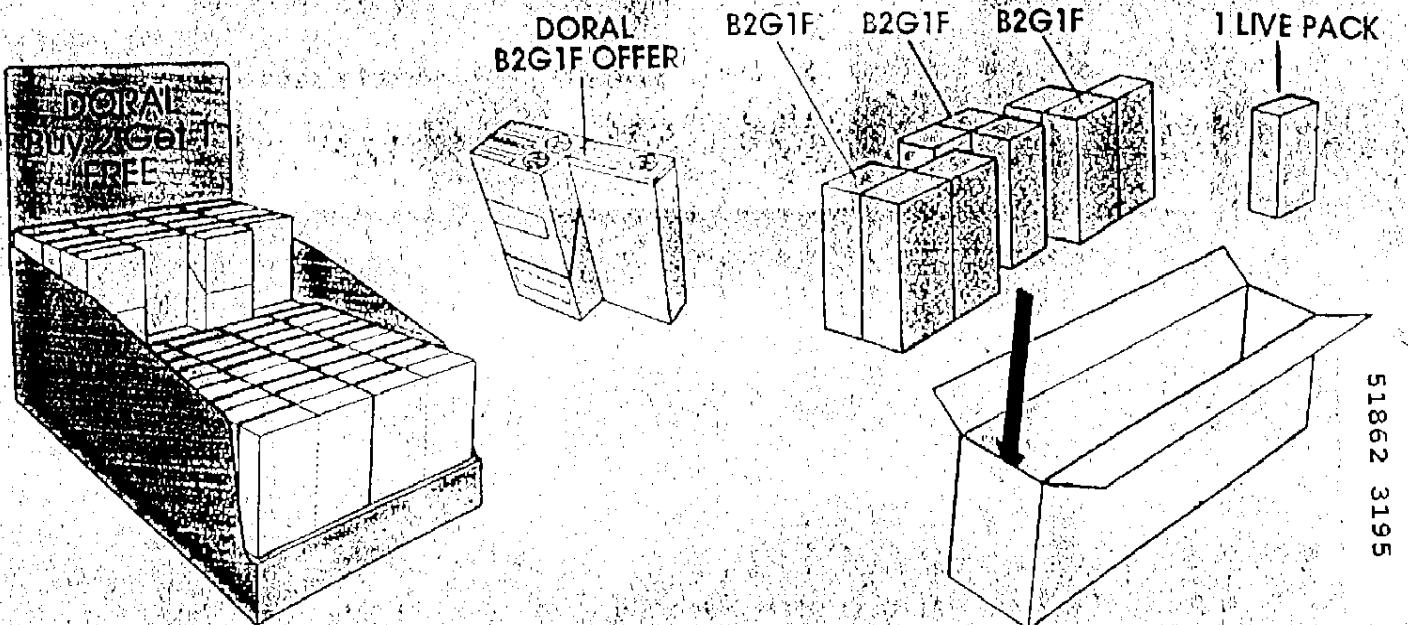
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE,
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS!

**IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.**

**DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.**

**PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 8  
DATE: 97-04-07  
TIME: 03:54 PM

WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>  
 TEMPLATE : 700272 70600 DOR JUNE B201F  
 TEMPLATE SEQ : 0008  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162225	430853	RETROF SHUR SAVE	2727 GENESEE ST.	RETROF	NY	14539	1				(716)243-2428
162604	162621	763651	7-11 #24058	464 THURSTON RD	ROCHESTER	NY	14619	1	0001-0402			(716)235-3029
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1	0990-0000			(716)266-5284
162604	162620	763803	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	14621	1	0990-0000			(716)467-5685
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	1				(716)377-5685
162605	162620	679346	DOLLAR&MORE STORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	5				(315)589-3093
162605		722996	JW MAJCHO ENTERPRIS	DBA THE STATION	MACEDON	NY	14502	1				(315)986-5600
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	3				(315)789-0680
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162202	162232	763306	WOLCOTT BARGINE CTN	10 NEW HARTFORD S	WOLCOTT	NY	14590	1				(315)594-2517
162604	162620	587842	7-11 #21337	1809 PENFIELD RD	PENFIELD	NY	14526	1	0001-0402			(716)381-7955
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1	0362-0102			(716)381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604		652088	JOB'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162630	657232	MATHIAS PATRAWAJA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1	0362-0102			(716)663-3055
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7547
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604	162620	730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	1				(716)342-6630
162604	162630	763221	7-11 #21412	3345 LAKE AVE	ROCHESTER	NY	14612	1	0001-0402			(716)663-8172
162602	162630	600125	TWENTY-TWENTY MARKE	2020 RIDGE RD W	ROCHESTER	NY	14626	1				(716)225-7480
162602	162630	679258	TUBBY'S DELIRIAINT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162604		624695	RAEEEH'S MINI MARKE	954 JAY STREET	ROCHESTER	NY	14608	1				(716)436-0542
162604	162621	660682	JUST FOR TODAY	25 FRANKLIN ST	ROCHESTER	NY	14604	1				(716)546-7490
162604		693694	SHORT STOP	452 W COMMERCIAL	EAST ROCHESTER	NY	14445	1				(716)264-0247
162604		737943	WATERFRONT DELI	26 LONG POND RD	ROCHESTER	NY	14612	1				(716)723-1369
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162605	162620	578794	DOLLAR&MORE STORE	MAIN STREET	SODUS	NY	14551	1				(315)483-0943
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	1				(315)946-9601
162603		764560	G C MURPHY #3829	48 MAIN STREET	LE ROY	NY	14482	1	0318-0000			(716)768-8710
162604		750449	S D MINI MART	3910 LAKE AVE	ROCHESTER	NY	14612	1				(716)663-4996
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604	162621	268724	RI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162602	162621	268764	7-11 #11277	1482 BUFFALO RD	ROCHESTER	NY	14624	1	0001-0402			(716)436-0481
162602	162621	654775	7-11 #11278	720 ELMGROVE ROAD	GATES	NY	14606	1	0001-0402			(716)426-1140
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2153
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1 NYS				(716)637-9892
162604	162621	763477	7-11 #22653F	436 MONROE AVE	ROCHESTER	NY	14607	1 NYS	0001-0402			(716)244-4218
162202		764125	BECKR PHARMACY	MAIN ST	RED CREEK	NY	13143	1 NYS				(315)754-6351

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9  
 DATE: 97-04-07  
 TIME: 03:54 PM

 WHOLESALER : 088080 J. A. CALDRON CO., INC. <DIRECT>  
 TEMPLATE : 700272 70600 DOR JUNE B2G1F  
 TEMPLATE SEQ : 0008  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS				(716)458-1770
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS				(716)377-0631
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	1	NYS				(315)923-2031
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	1	NYS				(716)663-4353
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	2	NYS				(716)482-7920
162604	162630	764381	CPM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000			(716)227-2157
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS				(716)223-7645
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS				(716)244-6310
162604	162621	416235	MIKE HAFER'S MOBIL	1810 MOUNT HOPE A	ROCHESTER	NY	14620	1	NYS		917672		(716)244-3318
162602	162621	764179	CPM #33-048	4179 BUFFALO RD	ROCHESTER	NY	14624	1	NYS	0990-0000			(716)594-2850
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMILIN	NY	14464	2	NYS				(716)964-2430
162602	162630	539162	STOP-N-SHOP	692 MANITO RD	HILTON	NY	14468	1	NYS				(716)392-5080
162602	162621	268748	CPM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000			(716)426-5140
162604	162630	268763	MCCAIL MINI MART	90 MCCAIL RD	ROCHESTER	NY	14615	1	NYS				(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS				(716)235-2269
162604	162621	268713	7-11 #24809	3995 W HENRIETTA	ROCHESTER	NY	14623	1	NYS	0001-0402			(716)359-3314
162604	162624	268720	7-11 #11279	3100 E HENRIETTA	HENRIETTA	NY	14467	1	NYS	0001-0402			(716)334-6632

PAGE BREAK TOTAL ACCOUNTS 59 TOTAL QUANTITY 68

TEMPLATE TOTAL ACCOUNTS 59 TOTAL QUANTITY 68

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/20/97

ACCOUNT NUMBER: 088080                    J. A. CALDERON CO.  
VOUCHER NUMBER: 15354147                1467 MAIN ST E  
DATE WRITTEN: 05/20/97                    ROCHESTER , NY 14609  
STATUS: PAID  
AMOUNT PAID: 78.40                        SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	5.60	78.40

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/A ZBCCA

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